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ABSTRACT

Encompassing both the practical and the scholarly, this annotated bibliography on public relations aims to provide a window into some of each of the offerings in academic and business journals, as well as in trade and professional journals published in 1997. The introduction notes that many entries in the bibliography deal with the Internet, the World Wide Web, and online communications. The annotated bibliography is subdivided into 37 categories, including campaigns; corporate image impression management; crisis management (one of the larger categories); education; graphics technology; international relations; law; marketing; public opinion persuasion; research; speech spokespersons; visual communication; and writing techniques. An alphabetical list of journals is attached. (RS)

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